

# ORDER



**Orders**  
**Order / Rev:** 43670  
**Alt Order #:** 27585844  
**Product Desc:** Education Campaign  
**Estimate:** 2592  
**Flight Dates:** 12/09/21 - 12/15/21  
**Original Date / Rev:** 12/07/21 / 12/07/21  
**Order Type:** GENERAL

**KLKN-TV**

**Primary AE:** Katz Dallas  
**Sales Office:** DALLS  
**Sales Region:** National

**Agency**  
**Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:**  
 800 W. 47th St., Ste. 200  
 Kansas City, MO 64112

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** SAM Nebraska  
**Demographic:** A50+  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-04

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/29/21	12/15/21	29	\$5,065.00	\$4,305.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
December 2021	29	\$5,065.00	\$4,305.25	0.00
<b>Totals</b>	<b>29</b>	<b>\$5,065.00</b>	<b>\$4,305.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLKN-TV	14%	\$5,065.00
Market	100%	\$36,178.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
KFXL	0%	\$0.00
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHGI	0%	\$0.00
KHNE	0%	\$0.00
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	0%	\$0.00
KPNE	0%	\$0.00
KRNE	0%	\$0.00
KSNK	0%	\$0.00
KTNE	0%	\$0.00
KUON	0%	\$0.00
KWBL	0%	\$0.00
KWNB	0%	\$0.00
KXNE	0%	\$0.00
KYNE	0%	\$0.00

UNKWN 86% \$31,113.57

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Order / Rev: 43670  
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 Flight Dates: 12/09/21 - 12/15/21

Advertiser: SAM Nebraska  
 Product Desc: Education Campaign  
 Estimate: 2592  
 KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	12/09/21	12/09/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---T---	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	---T---		1			\$140.00			0.00			
N 2	KLKN	12/10/21	12/10/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	----F--		1			\$140.00			0.00			
N 3	KLKN	12/13/21	12/13/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	M-----		1			\$140.00			0.00			
N 4	KLKN	12/14/21	12/14/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	-T-----		1			\$140.00			0.00			
N 5	KLKN	12/15/21	12/15/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--W----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	--W----		1			\$140.00			0.00			
N 6	KLKN	12/09/21	12/09/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	---T---	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	---T---		1			\$140.00			0.00			
N 7	KLKN	12/13/21	12/13/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	M-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	M-----		1			\$140.00			0.00			
N 8	KLKN	12/14/21	12/14/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-T-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	-T-----		1			\$140.00			0.00			
N 9	KLKN	12/11/21	12/11/21	Good Morning America \$M Good Morning America Sat	\$M	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	-----S-		1			\$100.00			0.00			
N 10	KLKN	12/11/21	12/11/21	Good Morning America \$M Good Morning America Sat	\$M	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	-----S-		1			\$100.00			0.00			
N 11	KLKN	12/12/21	12/12/21	Good Morning America \$M Good Morning America Su	\$M	7a-8a	-----S	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	-----S		1			\$100.00			0.00			
N 12	KLKN	12/10/21	12/10/21	Ch 8 News Midday M-F Ch 8 News Midday M-F	CM	11:30 AM-12:00 PM (11:30 AM-12:00 PM)	----F--	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	----F--		1			\$60.00			0.00			

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Advertiser: SAM Nebraska  
 Product Desc: Education Campaign  
 Estimate: 2592  
 KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	KLKN	12/14/21	12/14/21	Ch 8 News Midday M-F Ch 8 News Midday M-F	CM	11:30 AM-12:00 PM (11:30 AM-12:00 PM)	PI-T-----	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
		Channel 8 Eyewitness News - Midday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	-T-----		1			\$60.00			0.00			
N 14	KLKN	12/15/21	12/15/21	Ch 8 News Midday M-F Ch 8 News Midday M-F	CM	11:30 AM-12:00 PM (11:30 AM-12:00 PM)	PI--W----	:30	1	\$60.00	P-04	0.00	NM	1	\$60.00
		Channel 8 Eyewitness News - Midday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	--W----		1			\$60.00			0.00			
N 15	KLKN	12/09/21	12/09/21	M-F 3p-4p M-F 3p-4p	CM	3p-4p	---T---	:30	1	\$55.00	P-04	0.00	NM	1	\$55.00
		Dr Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	---T---		1			\$55.00			0.00			
N 16	KLKN	12/10/21	12/10/21	M-F 3p-4p M-F 3p-4p	CM	3p-4p	----F--	:30	1	\$55.00	P-04	0.00	NM	1	\$55.00
		Dr Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	----F--		1			\$55.00			0.00			
N 17	KLKN	12/13/21	12/13/21	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-----	:30	1	\$55.00	P-04	0.00	NM	1	\$55.00
		Dr Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	M-----		1			\$55.00			0.00			
N 18	KLKN	12/09/21	12/09/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---T---	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		Dr Phil													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	---T---		1			\$100.00			0.00			
N 19	KLKN	12/14/21	12/14/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	-T-----	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		Dr Phil													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	-T-----		1			\$100.00			0.00			
N 20	KLKN	12/15/21	12/15/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	--W----	:30	1	\$100.00	P-04	0.00	NM	1	\$100.00
		Dr Phil													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	--W----		1			\$100.00			0.00			
N 21	KLKN	12/10/21	12/10/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	----F--	:30	1	\$325.00	P-03	0.00	NM	1	\$325.00
		Channel 8 Eyewitness News at Six													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	----F--		1			\$325.00			0.00			
N 22	KLKN	12/13/21	12/13/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	M-----	:30	1	\$325.00	P-03	0.00	NM	1	\$325.00
		Channel 8 Eyewitness News at Six													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	M-----		1			\$325.00			0.00			
N 23	KLKN	12/15/21	12/15/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	--W----	:30	1	\$325.00	P-03	0.00	NM	1	\$325.00
		Channel 8 Eyewitness News at Six													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/13/21	12/19/21	--W----		1			\$325.00			0.00			
N 24	KLKN	12/12/21	12/12/21	Ch 8 News Sun at 530p Ch 8 News Sun 530p	CM	530-6p	-----S	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
		Channel 8 Eyewitness News at 530													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 12/06/21	12/12/21	-----S		1			\$200.00			0.00			
N 25	KLKN	12/09/21	12/09/21		CM	10p-1035p	---T---	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00

Order / Rev: 43670  
Alt Order #: 27585844  
Flight Dates: 12/09/21 - 12/15/21

Advertiser: SAM Nebraska  
Product Desc: Education Campaign  
Estimate: 2592  
KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Ch 8 News at 10p M-F															
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News at Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 12/06/21		12/06/21	12/12/21	---T---					1	\$300.00		0.00			
N 26	KLKN	12/10/21	12/10/21	Ch 8 News at 10p M-F	CM	10p-1035p	----F--	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News at Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 12/06/21		12/06/21	12/12/21	----F--					1	\$300.00		0.00			
N 27	KLKN	12/14/21	12/14/21	Ch 8 News at 10p M-F	CM	10p-1035p	-T-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News at Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 12/13/21		12/13/21	12/19/21	-T-----					1	\$300.00		0.00			
N 28	KLKN	12/12/21	12/12/21	Ch 8 News Sun at 10p	CM	10p-1035p	-----S	:30	1	\$425.00	P-04	0.00	NM	1	\$425.00
Ch 8 News Sun at 10p															
Channel 8 Eyewitness news at Ten Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 12/06/21		12/06/21	12/12/21	-----S					1	\$425.00		0.00			
N 29	KLKN	12/12/21	12/12/21	Sunday Prime 2	CM	7p-8p	-----S	:30	1	\$500.00	P-03	0.00	NM	1	\$500.00
Sunday Prime 2															
Celeb Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 12/06/21		12/06/21	12/12/21	-----S					1	\$500.00		0.00			
													Totals	29	\$5,065.00



KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27585644

Changes as of: 12/7/2021 at 11:11 AM

Version: Current State Version 1

CPE: //2592

Flight: 12/9/21 - 12/15/21

Con Type: POLITICAL/NOTE

Agency: Ax Media

Advertiser: SAM Nebraska

Station: KLNK

Total \$: \$5,065.00

800 W.47th Street  
Suite 200  
Kansas City, MO 64112

Product: Education Campaign  
Agency Order #:

Office: DALLAS  
Service: Nielsen  
Primary Demo: Adults 55+  
Assistant: SAMUEL LITTLE2  
214-525-2807

Buyer: Fernie, Taylor  
Salesperson: SAMUEL LITTLE  
214-525-2807

Separation:

Total Spots: 29  
Total CPM: \$60.15  
Total GRP: 84.2  
Traffic #: 43670

#	Day/Time	DP	Program	Rate	A55P Rating	Len	12/9 - 12/15							Total Spots	Total \$	CPP*	GRP*
							12/9	12/10	12/11	12/12	12/13	12/14	12/15				
1	M-F 7a-8a		Good Morning America	\$140.00	2.2	30	1	1	0	0	1	1	1	5	\$700.00	\$63.64	11.0
2	M-F 8a-9a		Good Morning America	\$140.00	2.2	30	1	0	0	0	1	1	0	3	\$420.00	\$63.64	6.6
3	Sa 7a-8a		Weekend Good Morning America	\$100.00	1.5	30	0	0	1	0	0	0	0	1	\$100.00	\$66.67	1.5
4	Sa 8a-9a		Weekend Good Morning America	\$100.00	1.5	30	0	0	1	0	0	0	0	1	\$100.00	\$66.67	1.5
5	Su 7a-8a		Weekend Good Morning America	\$100.00	2.1	30	0	0	0	1	0	0	0	1	\$100.00	\$47.62	2.1
6	M-F 11:30a-12n		Channel 8 Eyewitness News - Midday	\$60.00	3.5	30	0	1	0	0	0	1	1	3	\$180.00	\$17.14	10.5
7	M-F 3p-4p		Dr Oz	\$55.00	1.2	30	1	1	0	0	1	0	0	3	\$165.00	\$45.83	3.6
8	M-F 4p-5p		Dr Phil	\$100.00	1.8	30	1	0	0	0	0	1	1	3	\$300.00	\$55.56	5.4
9	M-F 6p-6:30p		Channel 8 Eyewitness News at Six	\$325.00	4.5	30	0	1	0	0	1	0	1	3	\$975.00	\$72.22	13.5
10	Su 5:30p-6p		Channel 8 Eyewitness News at 530	\$200.00	5.6	30	0	0	0	1	0	0	0	1	\$200.00	\$35.71	5.6
11	M-F 10p-10:35p		Channel 8 Eyewitness News at Ten	\$300.00	3.6	30	1	1	0	0	0	1	0	3	\$900.00	\$83.33	10.8
12	Su 10p-10:35p		Channel 8 Eyewitness News at Ten	\$425.00	7.0	30	0	0	0	1	0	0	0	1	\$425.00	\$60.71	7.0
13	Su 7p-8p		Celeb Wheel of Fortune	\$500.00	5.1	30	0	0	0	1	0	0	0	1	\$500.00	\$98.04	5.1
TOTALS:							5	5	2	4	4	5	4	29	\$5,065.00	\$60.15	84.2



125 West 55th St  
New York, NY 10019

Contract # 27585844 Changes as of: 12/7/2021 at 11:11 AM Version: Current State Version 1  
CPE: //2592 Flight: 12/9/21 - 12/15/21 Station: KLNK  
Agency: Ax Media Advertiser: SAM Nebraska Market: Lincoln&Hsing-Kiny-Pis DMA

800 W.47th Street Product: Education Campaign  
Suite 200 Agency Order #: Buyer: Fernie, Taylor Office: DALLAS  
Kansas City, MO 64112 Salesperson: SAMUEL LITTLE Primary Demo: Adults 55+  
214-525-2807 Separation: Assistant: SAMUEL LITTLE2  
Total Spots: 29  
Total CPP: \$60.15  
Total GRP: 84.2  
Traffic #: 43670

Special Instructions

Competitive Information
Market Budget: \$36,179
KLKN Share: 14%
Comment: Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	29	\$5,065.00	\$60.15	84.2
<b>Total</b>	<b>100%</b>	<b>29</b>	<b>\$5,065.00</b>	<b>\$60.15</b>	<b>84.2</b>

Monthly Summary			
Month	Spots	Dollars	
2021-Dec	29	\$5,065.00	
<b>Total</b>	<b>29</b>	<b>\$5,065.00</b>	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	12/7/21 10:57 AM					\$0
New	12/7/21 10:51 AM	SAMUEL LITTLE	Confirmed	29		\$5,065.00

**Non-Discrimination Policy**  
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.